

THE PRICE OF SUCCESS

Much has been written about eBay, a company founded during the dot-com era that weathered the dot-com bust and emerged as the strongest online marketplace in existence. The company has expanded organically for the past 10 years and, as a result, has experienced its share of growing pains associated with its tremendous success.

THE CHALLENGE OF RELATIONSHIP MARKETING

As eBay's growth continued, the company's marketing function began to experience redundancies, with multiple data-input streams coming from a variety of sources. Repetitive information sharing among different groups became time intensive, and campaign planning became more reactive in eBay's fast-paced world. With MTS' guidance, eBay's marketing leadership came to understand that something had to change in order for them to optimize their marketing investment.

THE POWER OF MRM

First, MTS helped them identify the major business issues the company faced and articulate how and why an MRM strategy would help address those problems. Then, MTS guided eBay through an effective reorganization of their marketing process by combining groups to remove redundancy and fine-tuning marketing roles and responsibilities to increase efficiency. In addition, the team developed end-to-end marketing processes for all aspects of eBay's marketing planning, execution, and analysis. After this thorough process evaluation and reorganization, eBay was able to make the strategic business case for MRM, paving the way for marketing automation. With a solid foundation in place, the team has successfully designed and implemented the first phase of an MRM framework, while MTS has provided eBay with the systematic building blocks that guarantee success.

Company:
eBay

Industry:
Online Marketplace

Headquarters:
San Jose, CA

Number of Employees:
12,500

Target Customers:
• Consumer
• Small-Medium Business

“With MTS’ guidance, eBay Inc. will have a more effective view into our marketing initiatives. Our work with MTS is setting the foundation to leverage our marketing engine for long-term strategic growth.”

*- Gary Briggs, 2006
Chief Marketing Officer, eBay Inc.*